**Online Reputation Management (ORM) Strategy Document**

### **1. Objective**

To build, monitor, and protect the online image of a brand, ensuring consistent positive engagement while minimizing negative publicity and its impact.

### **2. Key Goals**

* Track and analyze brand mentions and sentiment
* Quickly identify and address negative reviews or news
* Build a strong repository of positive content and reviews
* Improve customer trust and loyalty

### **3. Brand Monitoring Strategy**

**a. Channels to Monitor:** - Social Media: Facebook, Instagram, Twitter, LinkedIn - Review Sites: Google Reviews, Trustpilot, Glassdoor, Amazon - Search Engines: Google Alerts, Bing - Forums & Communities: Reddit, Quora - News Media: Online press and blogs

**b. Monitoring Tools:** | Tool | Use Case | |—————-|———————————-| | Google Alerts | Track brand mentions in real-time | | Brand24 | Monitor social media sentiment | | Hootsuite | Social media monitoring and response | | SEMrush Brand Monitoring | Tracks reviews and online visibility | | Mention | Track and analyze conversations |

### **4. Handling Negative Reviews**

**a. Triage Process:** - **Critical**: Viral posts, influencers, media coverage → Respond within 1 hour - **High**: Low ratings (1-2 stars), unresolved issues → Respond within 6 hours - **Moderate**: Complaints with partial resolution → Respond within 24 hours

**b. Response Guidelines:** - Stay polite, acknowledge concern - Take conversation offline (email or support) - Apologize when appropriate, offer resolution - Never delete or argue publicly unless it’s abusive

**c. Escalation:** - Build escalation matrix (support → social team → legal) - For false accusations, request moderation (flag on Google, Trustpilot, etc.)

### **5. Building Positive Sentiments**

**a. Encourage Positive Reviews:** - Post-purchase emails asking for reviews - Offer loyalty points/incentives for honest feedback - Showcase best reviews in social posts or product pages

**b. Community Engagement:** - Run brand-focused hashtags/campaigns - Feature UGC (User Generated Content) - Respond to positive feedback with gratitude

**c. Proactive PR Strategy:** - Collaborate with influencers for product reviews - Publish customer success stories - Conduct CSR activities and promote them

### **6. Reporting & KPIs**

| Metric | Target / Notes |
| --- | --- |
| Sentiment Ratio | 80%+ positive |
| Avg. Response Time | < 6 hours |
| Review Rating (Google/etc.) | 4.2+ |
| Brand Mentions | Track growth month over month |
| Share of Voice | Benchmark vs competitors |
| Influencer Engagement Rate | 2.5%+ |

### **7. Crisis Management Plan**

* Prepare a pre-approved crisis response template
* Activate response team (marketing + PR + legal)
* Publish transparent communication within 24 hrs
* Monitor situation in real-time

### **8. Tools Summary**

| Category | Tools |
| --- | --- |
| Social Monitoring | Brand24, Mention, Hootsuite |
| Search Monitoring | Google Alerts, SEMrush |
| Sentiment Analysis | Talkwalker, Brandwatch |
| Review Aggregation | ReviewTrackers, Podium |
| Project Management | Trello, Notion, Asana |

### **9. Review and Optimization**

* Weekly reports from social tools
* Monthly sentiment & review analysis
* Quarterly ORM strategy review with stakeholders

### **10. Final Notes**

* Transparency, consistency, and empathy are key to a strong brand image.
* Every customer interaction is a chance to shape reputation positively.
* Be proactive rather than reactive.

**End of ORM Strategy Document**